



# Publications

## briefing document

### Contact details

Name

School/Faculty/Department

Date

Please complete as much of the form as you can and email it to [marketing@manchester.ac.uk](mailto:marketing@manchester.ac.uk). The Marketing Team will help with any areas you are unsure about.

Once we have agreed your brief together, we will decide whether we can deliver in-house or whether we will need to outsource.

We have a short roster of preferred suppliers who are fully briefed on our brand guidelines; working with them will help achieve overall quality and consistency across all our marketing materials. We will help you liaise with our recommended suppliers to deliver an end product that is within budget, on time, meets all your requirements and is consistent with the University brand.

### 1. Objectives

Target audience

Purpose (is the publication for student recruitment, alumni or an event etc?)

Key messages

## 2. Corporate image

How might your messages and content dovetail with any aspect of the University brand?

Overall proposition: Making things happen

The University's links to the city of Manchester (original modern)

Our size (big and bold)

Our global reach

Our impact (the power to achieve)

## 3. Content and production

Please outline the main content headings

If this publication has been produced before, how many pages has it previously included? Is it part of a set, if so what size is the set (A4, A5 etc)?

How many copies do you require?

Who will supply the content?

Are any other marketing materials being developed that the publication should work alongside and complement, eg web content, other printed materials, presentations, etc?

## 4. Project management

Budget

Deadline